

Title Information

Classification	Director of Program Coordination & Strategic Support
Grade	NC
Working Title	
FLSA Status	Exempt
Position Class Code	1M170
Full Time Part Time	Full Time
Educational and Experience Requirement	Bachelor's degree in Marketing or a related field. Five years of work experience with internet and traditional advertising/marketing techniques, web development, graphic design, budgeting, planning, or a related field. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.
Nature & Purpose of Position	Designs acquisition marketing to increase online and on campus enrollment and on campus programs and courses to include marketing specific programs defined by the university strategic plan.
Primary Responsibilities	<p>Creates a common template for All Graduate Programs Landing Pages.</p> <p>Maintains All Undergraduate Landing Pages. Works as the liaison to Academic Program Contacts to always insure landing page information is accurate and up to date and matches the Academic Catalog.</p> <p>This position will be in constant contact with all areas of Enrollment Management and Academic Affairs. The position will be cross-trained in both areas. This position will manage a team of individuals that maintain web content and help keep the landing pages up with current trends and valid data points. Relays information between the two divisions and serves as an active member on the 60X30 Enrollment Marketing Committee. This position will grow and evolve and we can add the new responsibilities as added. Performs other related duties as assigned.</p>
Other Specifications	<p>Works closely with academic departments and university administrative units to achieve enrollment objectives. The ability to work collaboratively with faculty in diverse disciplines is required. Must be effective in interpersonal, speaking and written communication skills. Must be effective in computer and related technology skills.</p> <p>Involved with important contacts such as but not necessarily limited to Department</p>

	<p>Heads, Deans, Vice Presidents, Faculty, Committees, Texas Higher Education Coordinating Board, State, Regional and National agencies and organizations.</p> <p>This position may be designated as a Campus Security Authority (CSA).</p>
Supervision Given and Received	<p>Works under minimum direction from the Vice President for Enrollment Management and supervises support staff and student employees.</p>